

WHY FM?

Broadcasting Magazine (a trade publication) states that FM is growing faster than any other programming source. It is growing at a rate of over 100 new stations per year. FM receiver sales were up 80% in 1960 over 1959.

What has caused this fantastic growth? Who is it effecting, and how are we concerned?

The exceptional growth of FM is due principally to two things: The superior reception qualities inherent in FM over AM, and the industry's policy of reserving only the best programs for FM. In other words, FM means quality: quality programming and quality technique.

Who is this rapid growth effecting? Three basic groups---The first and most obvious is the broadcaster; for he is now confronted with the problem of "will quality programming sell or not!---and is our staff up to it?"---The second group is the more intelligent segment of society who listens to FM.

To quote a recent poll taken by the National Association of FM Broadcasters:

1. "Education is higher in FM homes. Of those homes where the head of the household has college or other advanced education, 37.8% are fm-equipped; 31.6% when the household head has finished high school; 21.4%, in homes where the head did not finish high school.

2. Professional people own the greater number of sets. 31.6% of the homes in which there is an employed household head are fm-equipped, contrasted with a higher 36.6% of the homes in which the head is in the professional, managerial, sales and/or clerical category and a lower 24.4% in homes where the household head is a craftsman, service worker, farmer or laborer. The lowest saturation, 24.4%, appears in homes of the unemployed house head.

3. Fm appears most often in homes with college age youth. In those homes where children are under 20, the proportion with fm is 33.6%; youngest child under 10, 29.9%; youngest child from 10 to 19, 40.3%; no children, 27.5%

4. Fm tune-in increases with family income, advanced education, occupation of the household head and home ownership.

So as you can see FM is for the educated and those seeking learning.

The third group FM has effected is the American university. FM's huge educationally-minded audience has forced the college radio station to assume the role of the Educational medium in the community. Educational programming is listened to and used by many well-known American Universities. Harvard, Yale, Princeton, and Columbia each support FM radio. In fact, approximately 70 colleges and universities have commercial or educational facilities with which they broadcast intelligent and cultured programs.

In the years to come, FM radio and the American university will have much closer ties. The community is looking to the university for the leadership needed to promote FM or a mass educational media. It is with this in mind that we propose FM at Lehigh.